



County of Clarke Economic Development Advisory Committee

*Jim Barb, Bryan Conrad, Christy Dunkle, Christina Kraybill, John Milleson,
Eric Myer, Elizabeth Pritchard, David Weiss*

Agenda

1:00 pm, Wednesday, October 19, 2016

Meeting Room AB Berryville / Clarke County Government Center
101 Chalmers Court, 2nd Floor, Berryville, Virginia

1. Call to Order
2. Adoption of Agenda
Proposed motion: Move to adopt agenda as [presented] or [as amended - title of agenda item[s] not listed on the published agenda provided to the public.]
3. Approval of Minutes:
 - September 21, 2016 Regular Meeting. *Proposed Motion: I move to approve the minutes of September 21, 2016 as [presented] or [as amended citing specific amendment].*
4. Economic Development and Tourism Update by Len Capelli
5. Old Business:
 - Affirmation of 2016 EDAC Officers. *Proposed Motion: I move to affirm the 2016 the Economic Development Advisory Committee Officers as follows: John Milleson – Chair; Elizabeth “Betsy” Pritchard – Vice Chair*
 - Handsome Brook Farm. Update: The Board of Supervisors is set to take action at its October 18, 2016, Regular Meeting to recognize \$200,000 of revenue from the Commonwealth and to transfer funds in the same amount to the Industrial Development Authority to provide an Economic Development Incentive for Handsome Brook LLC to locate an egg processing facility in Clarke County.
 - Berryville Main Street Final Report on Downtown Development Planning Service by Christina Kraybill.
6. New Business:
 - Discussion of Recommendation Re Mailing to County Residents Business Owners to Solicit Interest and Contact Information
7. Next Meeting: Wednesday, November 16, 2016, 1:00 pm
8. Adjourn

Clarke County Economic Development Advisory Committee
September 21, 2016 Minutes

A meeting of the Economic Development Advisory Committee (EDAC) held in the Berryville/
Clarke County Government Center, Berryville, Virginia, on Wednesday, September 21, 2016, at
1:00 PM.

Board: Bryan Conrad, Christy Dunkle, Christina Kraybill, Dr. Meyer, Elizabeth Pritchard, David Weiss

Absent: Jim Barb, Bryan Conrad, John Milleson

Staff: Len Capelli

1. Call to Order

Due to a scheduling conflict, Chairman John Milleson was unable to attend the meeting.

At 1:00 pm, Elizabeth Pritchard called the meeting to order.

2. Approval of Agenda

David Weiss, seconded by Christy Dunkle, moved to adopt the agenda as presented. The motion carried by the following vote:

| | | |
|---------------------|---|--------|
| Jim Barb | - | Absent |
| Bryan Conrad | - | Absent |
| Christy Dunkle | - | Aye |
| Christina Kraybill | - | Aye |
| John Milleson | - | Absent |
| Eric Myer | - | Absent |
| Elizabeth Pritchard | - | Aye |
| David Weiss | - | Aye |

3. Approval of Minutes

Elizabeth Pritchard called for one motion to approve the four sets of minutes.

Christina Kraybill, seconded by Christy Dunkle, moved as follows:

- **Adopt November 18, 2015 as presented;**
- **Adopt April 20, 2016 as presented;**
- **Adopt May 18, 2016 as presented;**

- **Approve June 15, 2016 as presented.**

The motion carried as follows:

| | | <u>11-18-2015</u> | <u>04-20-2016</u> | <u>05-18-2016</u> | <u>06-15-2016</u> |
|---------------------|---|-------------------|-------------------|-------------------|-------------------|
| Jim Barb | - | Absent | Absent | Absent | Absent |
| Bryan Conrad | - | Absent | Absent | Absent | Absent |
| Christy Dunkle | - | Aye | Aye | Aye | Aye |
| Christina Kraybill | - | Aye | Aye | Aye | Aye |
| John Milleson | - | Absent | Absent | Absent | Absent |
| Eric Myer | - | Absent | Absent | Absent | Absent |
| Elizabeth Pritchard | - | Aye | Aye | Abstain | Abstain |
| David Weiss | - | Abstain | Aye | Aye | Aye |

At 1:05 pm, Dr. Meyer joined the meeting.

4. Economic Development and Tourism Update by Len Capelli

Len Capelli reviewed the monthly economic development report provided in the packet material to the Advisory Committee. Additional highlights include:

- Clarke was awarded a \$5,000 grant, which will help to offset marketing expenses.
- Christy Dunkle was recognized for her extraordinary efforts on the Artisan Trail to organize, communicate and follow up.
- Following discussion, the Committee supported the Economic Development Director's use of the tagline "Clarke County, the gateway to the Shenandoah Valley for Metropolitan Washington DC and Northern Virginia."
- Len Capelli advised that last week he called every single building that had a listing and nobody returned the call - none of the real estate people returned calls and none of the owners returned calls.
- Mr. Capelli stated that two meetings at which paperwork was to be filled out to get buildings on Virginia Scan had been cancelled. He also advised that "serious errors" on the Virginia Scan website are preventing him from adding the Byrd property.
- Talking with an individual now interested in pursuing a brewery in light of the proposed waterworks amendment under consideration by the Supervisors. Waterworks has been cited as an issue by several persons expressing interest in farm distilleries.
- Christina Kraybill remarked that since the signs were erected on Route 7 there has been a significant increase of people coming into the Town of Berryville, particularly from the areas of Purcellville and Leesburg.
- Economic Development website is moving along slowly. Len Capelli opined that local businesses, for whatever reason, are not that interested.

- Industrial Park
 - One lot for sale: Len Capelli called the real estate company but they did not return his call.
 - Larger building for lease or sale: Len Capelli did not receive a call back.
 - One build-to-suit for warehouse space: Len Capelli advised that they did not call him back.
 - There is ongoing talk of persons desiring to sell property; however, Mr. Capelli opined that owners do not appear to be as interested when he attempts to set up meetings.
 - Discussing alternatives but space is limited and access presents challenges.
 - Looking at flex buildings and exploring “incubators” using public-private partnerships.
- Checking grant availability through the Department of Humanities for area artisans.

5. Old Business

Handsome Brook Farms [HBF] Update by Christy Dunkle

Highlights include:

- Paperwork completed and the process is moving forward.
- HBF is working with DEQ on remediation of concerns discovered during due diligence.
- HBF entered into a short-term lease with Winchester Cold Storage and is now in the building.
- The Town of Berryville is working closely with Lance Construction to identify areas where it may be of assistance.
- Closing is scheduled for month’s end but is dependent upon remediation.

6. New Business

Elizabeth Pritchard opened the floor to new business and called for update from Christina Kraybill as set forth on the meeting agenda.

New Businesses in Downtown Berryville Update

Highlights of update by Christina Kraybill include:

- In the last two months, there have been four ribbon cuttings,
 - Farmers Daughter
 - Create and Take
 - Organic Plum Studio
 - Cordial Coffee Company

- Hoping two more businesses will open in the next month:
 - Cotton Hill, owner is an interior designer.
 - Nick's, currently operating in Winchester. Christy Dunkle has spoken with him several times.
- The Cookie Guy changed hands and is now Rosie's Sweets operating as a full bakery.
- Christy Dunkle noted that the Town of Berryville has a text amendment under review for a Veterinary Hospital in the C District downtown.
- Berryville Main Street: Have lined up the next potential incubator.
- Flex Office Space: In response to query by Elizabeth Pritchard, Christy Dunkle explained that Mark Seder, former local business owner, created and made available flex office space; but it did not thrive as anticipated.

Clarke County Equine Alliance:

Following the Economic Development Update by Len Capelli, Dr. Myer requested the addition of an update on the Clarke County Equine Alliance. At that time, Elizabeth Pritchard advised Dr. Myer that the item would be added under new business. Under New Business, Ms. Pritchard called for the item. No motion was called to amend the agenda.

Dr. Myer stated that he wanted to approach the Committee about the possibility of helping the Clarke County Equine Alliance. He opined that it was having difficulty staying afloat as an organization because the Director, Robina Rich Bouffault, who has been "running the ship" for the past twelve years, is looking to step down. He said that from the emails he has read the organization is hoping to receive help with the office and management part of the organization from the Economic Development Advisory Committee. Dr. Myer opined that it did not look like the Supervisors were inclined to help the Equine Alliance with its proposed survey. Dr. Myer remarked that looking at the industry as a whole, for there was certainly a lot of land, investment and people involved in the equine aspect of the County's economy, which the survey would allow, would help bring this to light, which is good and positive. Dr. Myer commented that it was the Equine Alliance's intent to speak with Mr. Capelli about providing help.

Len Capelli responded that he had explained to Robina that he did not have a budget. He said that while he liked horses he had spent so much money on them himself that he could pay for it. He said that he had offered to expand – he had a place on the County website – on the Tourism website – that talks about equine activities. He said that he could certainly add hosting and save a little bit of money for the Equine Alliance and had no problem adding if it did not increase Economic Development's monthly bill from the people that are hosting the website for him. He concluded that other than that, hosting on the website, there was not a lot he could do.

David Weiss remarked that Len Capelli was on a fixed time schedule. He said that the County had offered space on the website to the Equine Alliance for a long time, as long as Mr. Capelli has been with the County. Further, as far as County employees doing the work on one single

organization, the County could develop policies in the future and put it into the budget process and figure out whether the Supervisors want to set money aside to help groups that want to come to the County. He opined that to move ahead with one organization without anything in place was inappropriate; and as Mr. Capelli stated, he has a fixed budget and that kind of timeframe or use of a secretary and Mr. Capelli just is not in the picture. He continued that the Board of Supervisors has not made a decision on the survey. He explained that the Equine Alliance has worked with Weldon Cooper and gotten a proposal for a survey of the equine industry in Clarke County. Mr. Weiss noted that it was about a \$10,000 cost, as well as an in-kind contribution by the Equine Alliance. He stated that the Supervisors had had a hard time getting a full picture as to what the survey would actually do or what it would drive.

Elizabeth Pritchard interjected "what would the end result be."

Dr. Myer responded that it would highlight the impact and importance of the equine industry, equine economy, the people and land involved, infrastructure, supplies, veterinary, etc. He stated that this was an outreach industry in as far as there are a lot of factors involved and the survey would try to put that into one document.

David Weiss added that when the Equine Alliance came to the Board of Supervisors to ask for the full funding of the \$10,000, in the preliminary discussions at the Finance level between Bev McKay and he - because Terri Catlett recused herself because she is a member of the Equine Alliance - but Barbara Byrd is also a member but she did not recuse herself - but, in conversations, neither Supervisor McKay nor he were inclined to recommend funding the full \$10,000. He said they were inclined to give some amount of money but felt that it was primarily a private sector initiative. He said that what the County has done with other private sector initiatives - like the ballfield lights, the Senior Center, a couple other similar things - the Supervisors have come in at the end. He continued that the private sector raises all the funds it can and the Supervisors put a little money toward it. Mr. Weiss opined that sometimes it makes it easier to raise funds if folks know the County is behind it. He further noted that there was some indication that the Supervisors might do that but the other problem with the request is that it is out of budgetary order. He explained that the Supervisors normally take all the new requests in the spring; and for whatever reason, it did not come forward at that time. He said that the Board decided that in October, coming in at the end of the month, the County would have its final audit done. He noted that the County should then know what savings it has and what accounts; and then, the Supervisors can decide what to do. He stated that the Board has made no decision; but, he was personally more inclined to give \$1,000 or \$1,500 than \$10,000. He noted that all the Supervisors agreed with the goals of the Equine Alliance to promote the equine industry and think it does good things such as preserving open space. He remarked there was no dispute over the benefits of the equine industry but it did come down to the role of government. He opined that once the County starts handing out to a group the line behind that group would only get longer and longer. He remarked that the Laurel Center and some of the other groups the County gives money to are only given \$1,500 to \$3,000; so, \$10,000 is a rather sizeable request, which is where things get trapped in the nuances of everything else.

Berryville Main Street Final Report on Downtown Development Planning Service

Christina Kraybill provided an update to the Committee. Highlights include:

- Car Show:
 - A lot of positive response to the car show.
 - Approximately 220 cars came to the show when only 50 were expected.
 - For 2017, the event is set for the last Saturday in August.
- The Lockett's Fair is moving to the Clarke County Fairgrounds - event will be held in May.
- Berryville Main Street Final Report
 - Committee meets this evening to review the report.
 - Three strategies identified:
 - Promote an image and a brand:
 - Very convenient place to shop for local population.
 - Highlight all the existing service industries.
 - Highlight fact that you can park your car once and do all these things, many of which were identified in the mapping process.
 - Promote visitors / tourism:
 - Fairgrounds on one side and Berryville farm supply on the other side.
 - Farming community used a lot by the farming industry.
 - Maximize the historic area - Church Street, Josephine Street.
 - Update signs for walking tours.
 - Focus on Age Group of 35 to 55 and those who are very health conscience:
 - Have a well-rounded health community.
 - Approximately 14 medical / health-related businesses in Berryville including doctors, dentists, optometrists, chiropractors, massage therapists, etc.
 - Push retreat location image - *come here to rest and relax.*
 - More on the report will be shared next month.

Christy Dunkle added that the report would aid in review of the downtown revitalization chapter of the Town of Berryville's comprehensive plan.

Chairman Weiss asked Ms. Kraybill for a presentation to the Board of Supervisors later this fall.

7. Next Meeting

Next meeting is scheduled for on Wednesday, October 19, 2016, 1:00 pm.

8. Adjournment

Being no further business, at 1:49 pm, Elizabeth Pritchard called for a motion to adjourn. **Christina Kraybill, seconded by Christy Dunkle, moved to adjourn the meeting. The motion carried by the following vote:**

| | | |
|---------------------|---|--------|
| Jim Barb | - | Absent |
| Bryan Conrad | - | Absent |
| Christy Dunkle | - | Aye |
| Christina Kraybill | - | Aye |
| John Milleson | - | Absent |
| Eric Myer | - | Aye |
| Elizabeth Pritchard | - | Aye |
| David Weiss | - | Aye |

Minutes recorded and transcribed by: Lora B. Walburn, Executive Assistant - County Administration

October Report

Economic Development and Tourism

Last year we participated in the local regional entrepreneurship café. The IDA contributed \$500 and Bank of Clarke County was also a sponsor. This year the event will be held again with cash and other prizes presented to the winner. The scope of this competition seems to have changed and the new name is RISE, Regional initiative supporting entrepreneurship. We had one entrant from Clarke County last year. I am recommending that we publicize the event through our website and Facebook, but do not have an active involvement this year.

We are in the process of formulating a two step agricultural entrepreneurship course for the county. I have commitments from VDACS and People Virginia to participate. We will be talking to the Farm Bureau, the local high school programs and other sources of content to put this together. We will focus on agribusinesses, farm based breweries and distilleries as well as agri-tourism. We will also cover developing a business plan for farming whether it is crop driven or focused on raising meat. There will be availability to discuss equine operations as well. The first session will a two hour general introductory meeting followed by 4-6 more specific and focused sessions.

People Virginia will also be announcing a new Google Session to help local businesses of all types with improving their internet reach and productivity. This will be in conjunction with our department.

Berryville Main Street Downtown Development Planning Service 2016 Berryville, Virginia

Annotated Pictorial Attachment



Prepared by
Todd Barman, Principal Member

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Prepared for

VIRGINIA
MAIN
Street
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OF HOUSING AND
COMMUNITY DEVELOPMENT

Anchor (Barns of Rose Hill): Potential start of a script.

Nice start with landscaped approach; sense of arrival/entrance.

Walk draws not only to Barns of Rose Hill entrance but around the barn toward Rose Hill Park.



Note adjacent municipal anchor. Building presents a nice face toward Rose Hill Park, but sidewalk system is designed more for parking lot connection than park connection.



Note available land just outside the above entrance. Logical location to strengthen and/or complement the Barns of Rose Hill and/or municipal anchor (e.g. a boutique hotel).



Script quickly becomes unclear. Do we want the focus to be on the gazebo?



Or do we want people to be drawn more clearly to Main Street? (I don't have a picture of the view toward Main Street along the brick path)



What about the connection from Main Street? Again, do we want the focus to be on the gazebo? Should the gazebo be more of a complement with the focus instead on the Barns of Rose Hill? Note that if the farm house of Rose Hill were still standing it would clearly deserve being the focus. Also note that the sign style doesn't communicate "Barns" (at least not to me).



Wrought iron fence creates a edge for the sidewalk along Main Street (can be good) but also creates separation (can be bad).



This is another route to the Barns of Rose Hill from the district. Gazebo actually blocks view of Barns within this framed view.



Better viewpoint of Barns of Rose Hill from parking area, but still obstructed. Path clearly heading to gazebo. Unclear whether branching path is heading to the Barns. These kinds of views/vistas can be proactively scripted and framed to achieve a desired result (e.g. a desired emotion or a desired action).



Barnhart Development Strategies, LLC

A neglected water feature. Water is a valuable asset and can be used as a connecting element along a scripted route or path (more below).



The alley behind this building (a former hotel) could be improved to provide a connection between this part of the district and Rose Hill Park. A new coffee shop in the building will be a nice complement to the park and would be a draw for pedestrians along a connecting path.



This parking lot with modest green space (adjacent to Dollar General) could also be improved to facilitate a connection between Rose Hill Park and this end of the district.



This is the view down Crow Street across from the parking lot with modest green space (reshown here). With improvements to the parking lot and the addition of a sidewalk (missing on the right), Camino Real can be connected to Rose Hill Park.



Turning from Crown Street to Buckmarsh Street, the sidewalk return to Main Street is narrow and could be improved.



The sidewalk (and street) does cross over the aforementioned water feature. It is even more neglected at this location. This view is looking back toward Rose Hill Park.



This view is looking away.



This Main Street intersection may be the most challenging portion of downtown Berryville's pedestrian script. The commercial buildings and signage are auto-oriented rather than pedestrian-oriented. The sidewalk offers no sense of protection (no buffer between the sidewalk and the street, many curb cuts). Landscaping is weak



Similar sidewalk environment on the opposite side of the street (no buffer between the sidewalk and the street, many curb cuts).



Turning back toward the core of the downtown, signage ("PARK AND SHOP") actually directs people back the way we just walked (down Buckmarsh Street away from the core).



This is the view if they turn that corner.



Heading into the core, this alleyway would appear to offer another potential pedestrian connection to parking behind Main Street buildings and the water feature (if improved).



View into Historic Church Street buildings/Court house Complex (at Academy Street)



Good pedestrian feel, although feel would be better without utility poles.



Looking back toward Main Street. Post office (another downtown anchor) is on the right. Buildings on the left have a mixed connection to the sidewalk. Most, unfortunately, don't have much in the way of commercial interest or a storefront. However, the architecture and masonry help to create the overall feel of the "Complex".



Grand entrance to the old courthouse.



Historic Grace Episcopal Church anchoring Historic Church Street.



Script could take pedestrians to the left...

(Barnett Street)

Fitting architecture.



The left route culminates in a parking area and St. Mary's Episcopal Church buildings.



The lower building is not far from the intersection of Main and Buckmarsh (allowing this route to loop back).



Script could also take pedestrians to the right...

Drive that curves off to the right in this picture leads to parking behind the courthouse complex.



Script could tie into the story of General Robert E. Lee. ("Traveler was tethered on this spot as General Robert E. Lee paused on his march to Gettysburg. He attended services here in Grace Episcopal Church")



Beautiful church complex.



The parking behind the courthouse complex (and behind the Bank of Clark County) is also accessible from Main Street. This design/layout results in Main Street lacking a streetwall, which along with the curb cut negatively impacts pedestrian foot traffic (and the downtown pedestrian/customer script).



This might be an alternate location to route traffic into or out of that parking area. It would likely need to be one-way traffic. This location takes the interruption beyond these commercial storefronts which should help carry pedestrian traffic from the core to the storefronts (and potentially aid in renting the spaces).



A closer look.



The whole area could be redesigned/reconfigured to better accommodate both parking and other uses (e.g. infill).



A look back toward Main Street.



A look toward Church Street. The existing parking lot circulation is awkward.



Looking toward travelers hitching post.



A pedestrian loop could connect Church Street to the improved parking area and to Main Street on both ends.



Jumping to the East, Berryville Farm Supply is an historic downtown Berryville anchor, but distance and the railroad create significant pedestrian barriers.



A final thought on scripting - . beware unintended consequences. While these murals are a nice attempt at beautifying a black wall (assuming the wall was blank and not exposed brick before the mural), the murals lead the eye down the alley with the resulting view and lasting impression being the trash receptacles and portable toilet.



An organic and fun way to collect market information used by My Neighbor and Me. Point of origin for visitors from the US...



... and the world!



Economic Development Advisory Committee – Economic Development and Tourism Website Flyer to all Citizens

- First mailing with second-half tax bills in November 2016.
- Text limited to one-third page – two-sided flyer if accepted by printer.
- Treasurer suggests printing on lavender paper since blue, green, white and yellow will be used for other documents in the mailing.
- Provide final text to tax-bill printing agency by October 24.
- Second mailing with business license notice in January 2017.

Attention Clarke County Residents

Looking for local arts, dining, entertainment, events, check out www.clarketurism.com

Looking for local businesses, check www.yesclarkecounty.com

If you are interested in having your business listed on these websites, see other side of this flyer.

Attention Clarke County Business Owners

If you operate a business in Clarke County or are considering starting a business, Clarke County Economic Development and Tourism can help in a variety of ways.

- 1) List your business on www.yesclarkecounty.gov. Just send your name, contact information, description of business, website address to the email address[es] below.
- 2) Support, consulting, direction, promotion and marketing.
- 3) Assist in developing a business and marketing plan.
- 4) Tourism businesses, check out www.clarketurism.com.

For more information, contact lcapelli@clarkecounty.gov [540] 955-5107] or info@yesclarkecounty.com or info@clarkecounty.gov [540] 955-5100.

No Charge For Services